

OKLAHOMA COMPANY EXPANDS INTO FOREIGN MARKETS

ABOUT A. W. BRUEGGEMANN CO. INC. A.W. Brueggemann Company is a third-generation, family-owned manufacturer of precision machined metal parts and bearings. Over the years, its products have found markets in the agricultural, food processing, mining, and energy sectors. Founded in 1928, Brueggemann now employs close to 15 people at its factory in Enid, Oklahoma.

THE CHALLENGE. Brueggemann found increasing demand for its specialty bearings and other related products in the oil and gas sector with the rapid expansion of the U.S domestic energy sector over the past two decades. However, with the recent downturn in the energy industry, company officials were hoping for market diversification. They sought a proactive strategy to help compensate for the loss of business in the domestic energy sector, and Brueggemann CEO Jennefer Branch wondered if there were opportunities in international markets. For advice, Branch contacted Brian Lane, a manufacturing extension agent with the Oklahoma Manufacturing Alliance, a NIST MEP affiliate. Lane had worked with Brueggemann on several projects and enjoyed a solid relationship with Branch.

MEP CENTER'S ROLE. To explore opportunities in international markets, Lane suggested Brueggemann leaders attend an ExporTech™ Workshop Series coordinated by the Oklahoma Manufacturing Alliance. ExporTech™ was developed by NIST MEP to help companies enter or expand in global markets by assisting in the development of a customized international growth plan, vetted by experts. The program utilizes a team of organizations and helps manufacturers move quickly beyond planning to actual export sales, saving countless hours of misdirected efforts. Lane also coordinated closely with Oklahoma State University's International Trade Center.

The workshops offered Brueggemann guidance and expert advice on complex U.S. export and Canadian import compliance issues, NAFTA rules of origin, international market research, international finance issues, and shipping. As a direct result of the assistance provided through ExporTech™, Brueggemann closed a major sale and started exporting precision-made bearings to a client in Canada. The company had no major issues or delays with the shipping and border formalities, and the increase in sales secured jobs at the factory.

"We are truly grateful for the mentoring and support leading up to our initial export. We have learned so very much from the vast experience and knowledge offered to us."

-Jennefer Branch, CEO

RESULTS



Increased/retained sales of
\$300,000



Cost savings of **\$50,000**



3 jobs added/retained



Produced an international
growth plan

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